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**Using New Media Technologies for the  
Settlement Sector**

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## Using New Media Technologies for the Settlement Sector

- Meeting Client Expectations
- Offering Service Enhancements
- Making Work a Little Bit Easier

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## **Using New Media Technologies for the Settlement Sector**

### **Web 1.0**

Characteristics: Static, Producer-Centred, Special Knowledge Necessary to Communicate

### **Web 2.0**

Characteristics: Dynamic, User-Centred and Distributed, Very Easy to Use

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## Using New Media Technologies for the Settlement Sector

### Four pillars of Web 2.0

- Everyone can publish (Blogs)
- Multimedia (Flickr, Youtube, etc.)
- Easy to Use (Ajax, ASP, etc.)
- Communal and Collaborative - Feeds, Tagging (Del.icio.us), Social Networking (Facebook) etc.

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## Using New Media Technologies for the Settlement Sector

Online tools

### Productivity

- Google Docs
- Google Calendar
- Bloglines -Keep track of new information on any number of different websites in one place.

### Communications

- Google Chat, IM, Skype
- Slideshare

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**Using New Media Technologies for the Settlement Sector**

Building a website, the quick and easy web 2.0 way

**Case Study: Finding a Job Workshop**

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## Using New Media Technologies for the Settlement Sector

Web hosting/Blogging

### **Wordpress.Com**

- Free CMS websites that are easy to customize
- Integrates lots of web 2.0 functionality like blogs, RSS, video, etc.
- Community of users to ask help from

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## Using New Media Technologies for the Settlement Sector

Multimedia Video or Photos

### YouTube/GoogleVideo

- Easily share videos that you've created yourself or from the thousands available. Embed them right into your website.

### Flickr

- Collect pictures of your group and share them with each other or on the site to build community.



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## Using New Media Technologies for the Settlement Sector

Social Bookmarking

### Del.icio.us

- Use tags on information you find online to easily share it with your group.
- Give group members the chance to tag things they find to share them with each other.
- Embed this information in your group webpage.

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**Using New Media Technologies for the Settlement Sector**

Social Mapping

**Embed Google Map**

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## Using New Media Technologies for the Settlement Sector

RSS Feeds (Really Simple Subscriptions)

### Feedburner.Com

- Allows you to customize your 'feed'
- Enables users to subscribe by email so they know whenever you've updated anything.